

**FROM SUPERVISOR TO  
GET**

**USE THE NEW MARKETING  
PLAN POTENTIAL**



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BARCELONA · SEPTEMBER 16-18, 2011

# **OUR GOAL TODAY**

- **To talk about how you can get from Supervisor to GET and more**
- **How to build a balanced business**
- **How to build a strong Royalty check and a motivated team**
- **Announce the most exciting news!!!**

# IN BUSINESSES

- **You** are totally responsible for the actions and the results
- **You** have the responsibility to learn and master everything you need in order to be successful
- In Herbalife you have the best leaders which teach you everything

**TAB TEAM + PB**

**WTA-**

2.500 x 4 months

10.000 x 1 luna

500 RO x luna

} **6luni**

**WT** – 2.500 x months  
or 10.000 x 1 months  
or 500 RO x 1 month

**ASV-** 2.500 x 3 months

**SUPERVIZOR 50%  
+ RO**

**P.Q.** - 42% 1 year,  
2500 x 3 months,  
comission

**SB** - 42% 1000 V.P

**S.C.**- 35% x 500 V.P

**DISTRIBUTOR -25%**

# FIRST OBJECTIVE

- To get from **Supervisor** to the **AWT** position



# Why AWT?

**Active World Team –  
First Step to the  
Leadership Position**



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# How to qualify for World Team ?



Accumulate min. 2,500 Total Volume Points  
each month for 4 consecutive months

OR



Achieve 10,000 Total Volume Points in one  
calendar month.

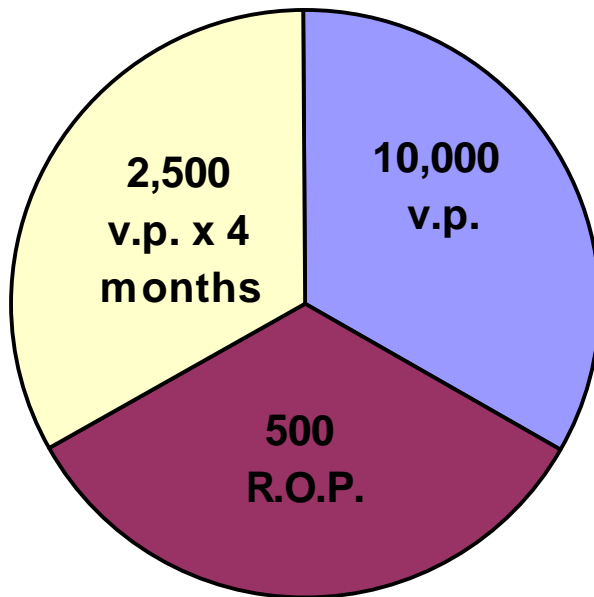
OR



Reach World Team status with 500 R.O.



## Qualifying all three ways during 6 month period makes you an ACTIVE World Team





## AWT is a result of a specific plan of action

Type of qualification	What it means
2,500 V.P. x 4 months	Building customer base
10,000 V.P.	Recruiting <u>and</u> developing new distributors
500 Royalty Points	Duplication. Developing a <u>productive</u> SV organization

**Active World Team:** three inseparable parts of Herbalife business



# Active World Team Recognition

- An exclusive Active World Team pin and plaque
- A \$500 bonus and recognition on stage
- Special trainings
- Many incentives and special promotions only for AWT



# From Supervisor to AWT and GET Team



## Step 1:

**Make your Supervisor business is balanced,  
profitable and attractive for duplication**

# **YOU NEED TO HAVE A PROFITABLE AND BALLANCED DMO – DAILY METHOD OF OPERATIONS**



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# WHAT IS A DMO?

- Is a specific kind of routine
- Usually is the way we get customers and distributors
- Training
- Tools which we use in our business

Totals for the Month

vp      profit

200 vp – personal use  
Family use, gifts

<p><b>A 400vp – New Customers</b></p> <p><b>PROSPECTING</b></p> <p><b>PRODUCT PRESENTATION</b></p> <p><b>HANDLING OBJECTIONS</b></p> <p><b>CLOSING THE SALE</b></p>	<p><b>C 500 vp 25%</b></p> <p><b>HOW TO START A DISTRIBUTOR</b></p>
<p><b>B 400 vp – repeated customers</b></p> <p><b>EXCELLENT FOLLOW-UP</b></p> <p><b>GET REFFERALS</b></p>	<p><b>D 500 vp 35%</b></p> <p><b>FIRST CAREER STEPS</b></p> <p><b>E 500 vp 42%</b></p> <p><b>GROW TO QP AND SV POSITION</b></p>

A  
B  
C  
D  
E  
G

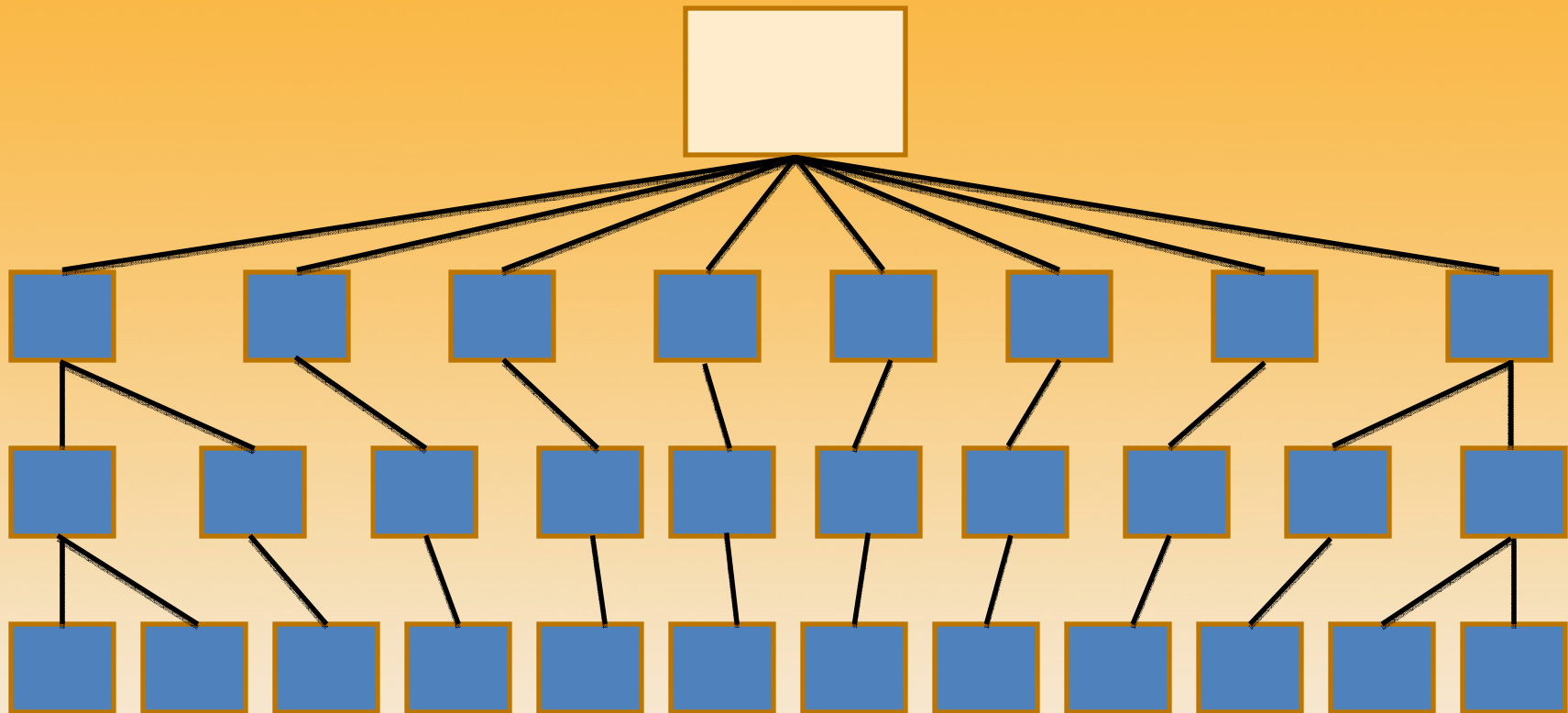
**Total: min 2500 VP**

**G Qualifications (1000/2500/4000)**

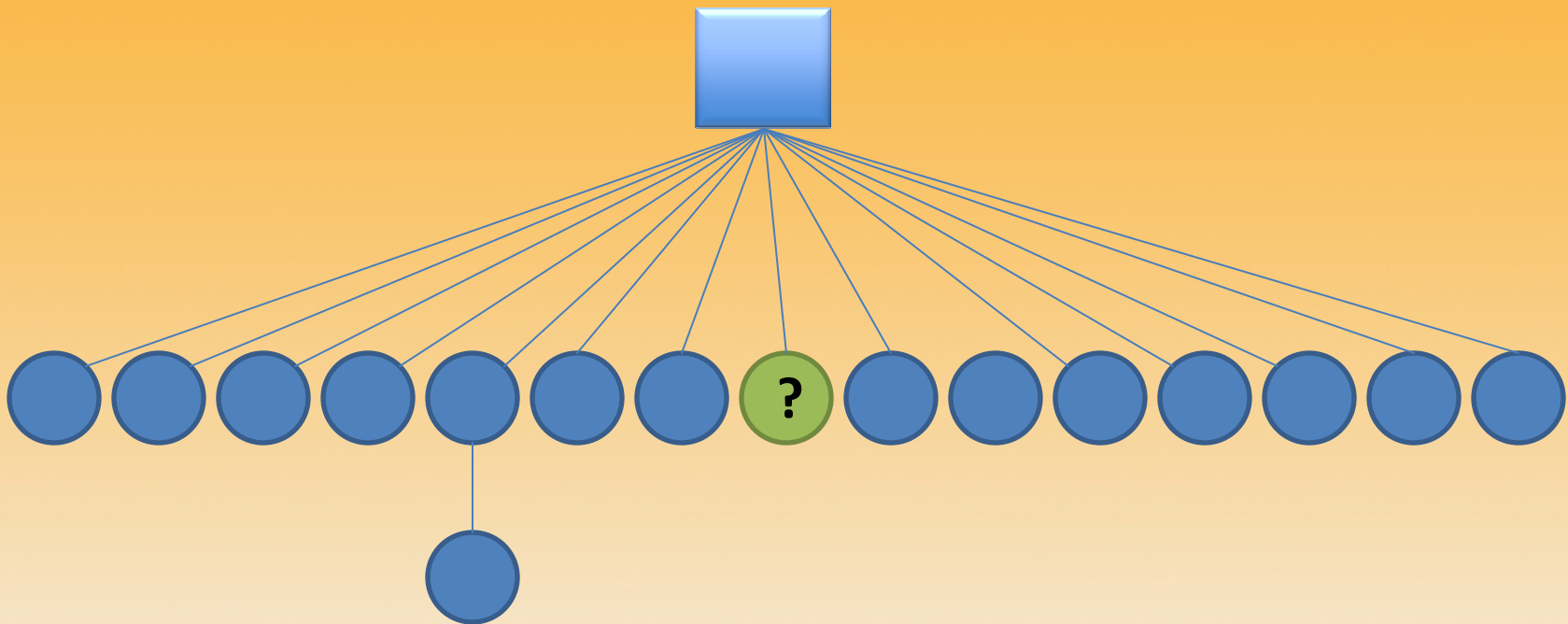
**GROW TO QP AND SV POSITION**

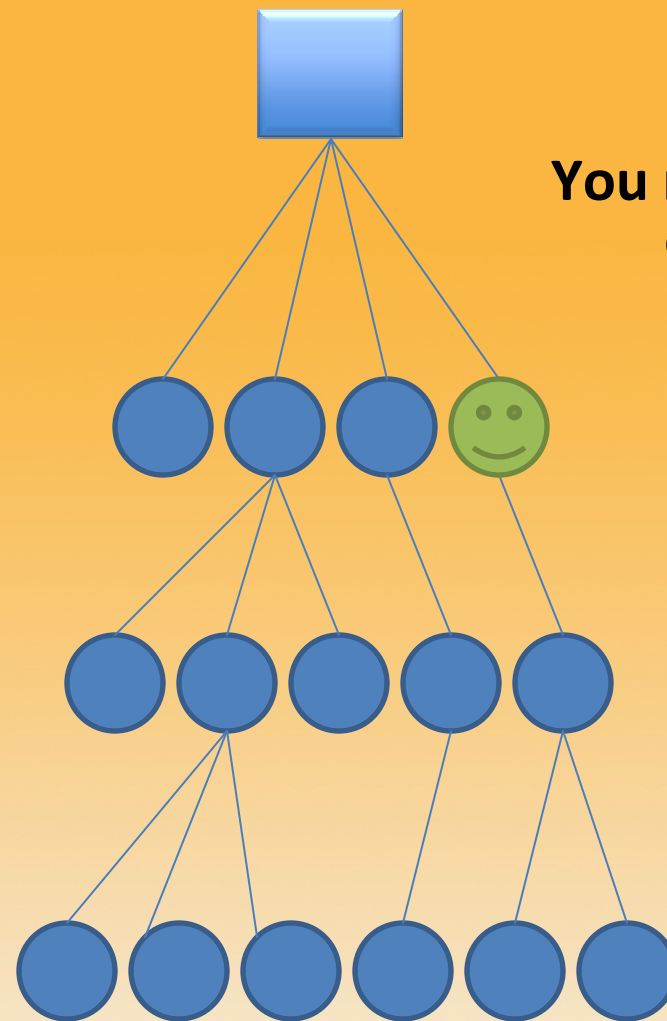
# Step 2:

# Recruiting and building organization



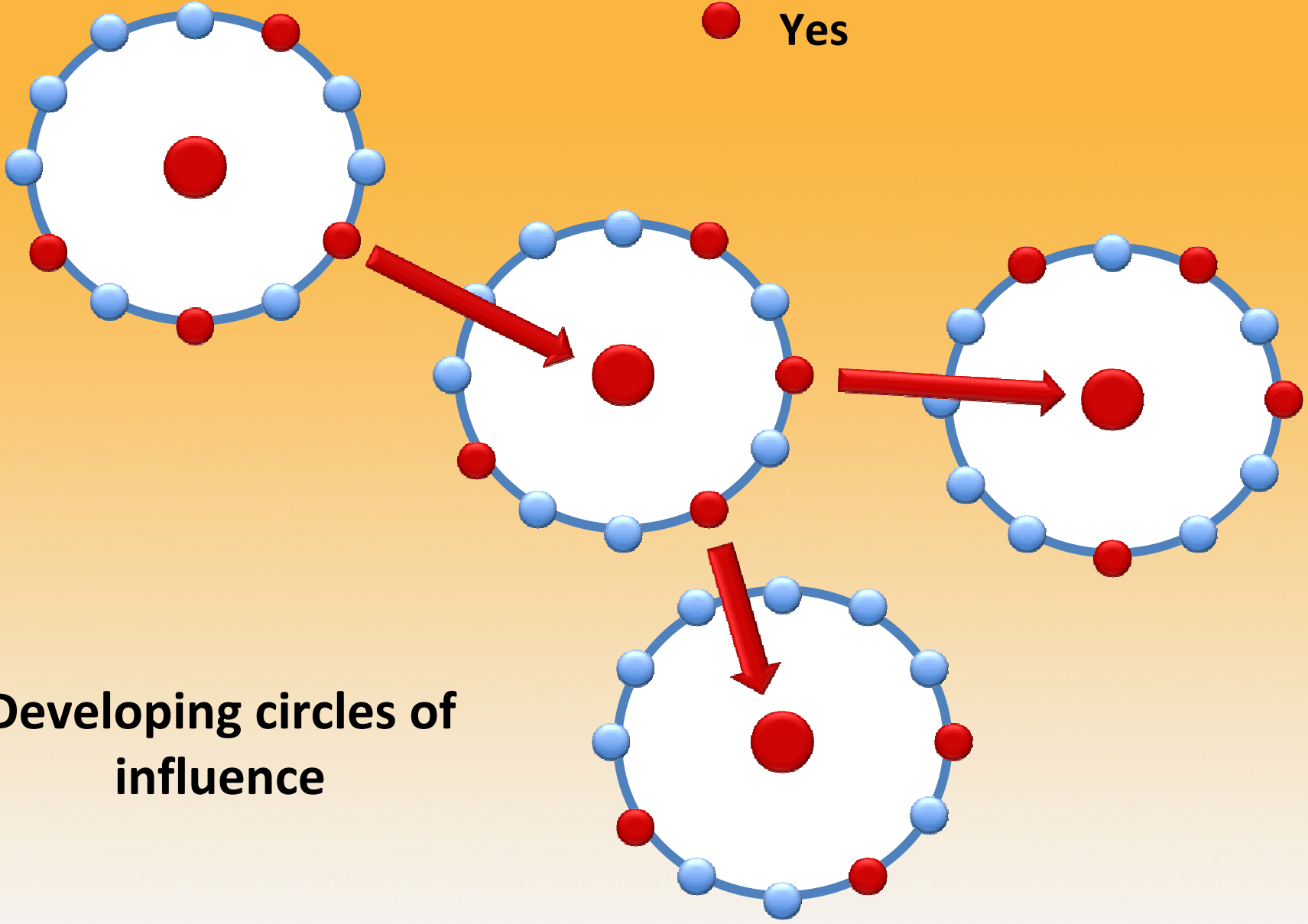
**Recruiting into 1<sup>st</sup> line without developing the organization and building few levels deep will bring no long term results**





**You need to build from day one by developing circles of influence**

● No  
● Yes



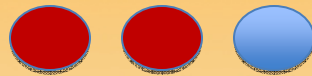
**Developing circles of influence**

# HAVE A CLEAR START UP PLAN

- **ALWAYS START WITH THE PERSON'S GOALS**
- **NOT EVERYBODY IS COMING FOR BIG RESULTS.... IN THE BEGINNING**

# HAVE A CLEAR START UP PLAN

- Use the products and get product results
- Connect to the basic training system
- 72 hours plan - meet/talk to the family



- Product presentations in the circle of influence



Customer



Distributor

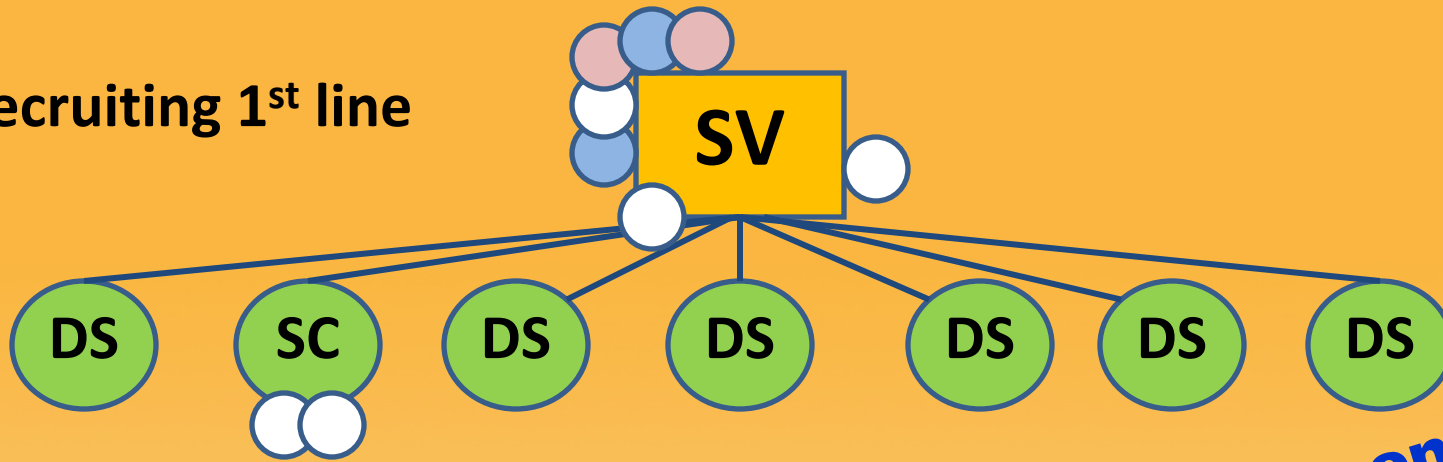
# HAVE A CLEAR START UP PLAN

- **Grand opening party**



- **Product order – volume accumulation**

Recruiting 1<sup>st</sup> line



**Not recommended!**



NC Customers

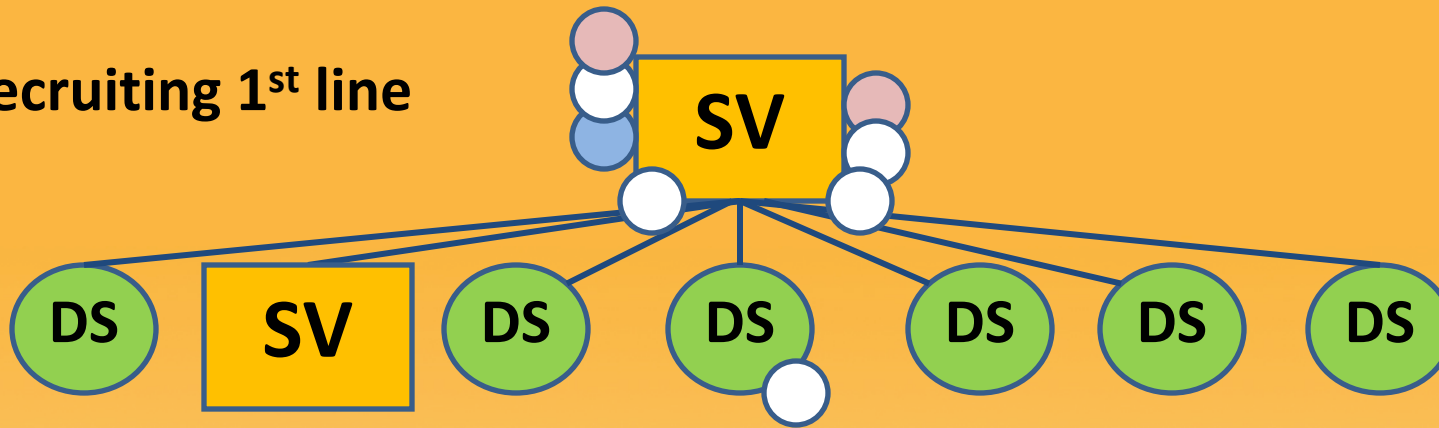


WLC Customers



Customers

Recruiting 1<sup>st</sup> line



**Not recommended!**



NC Customers



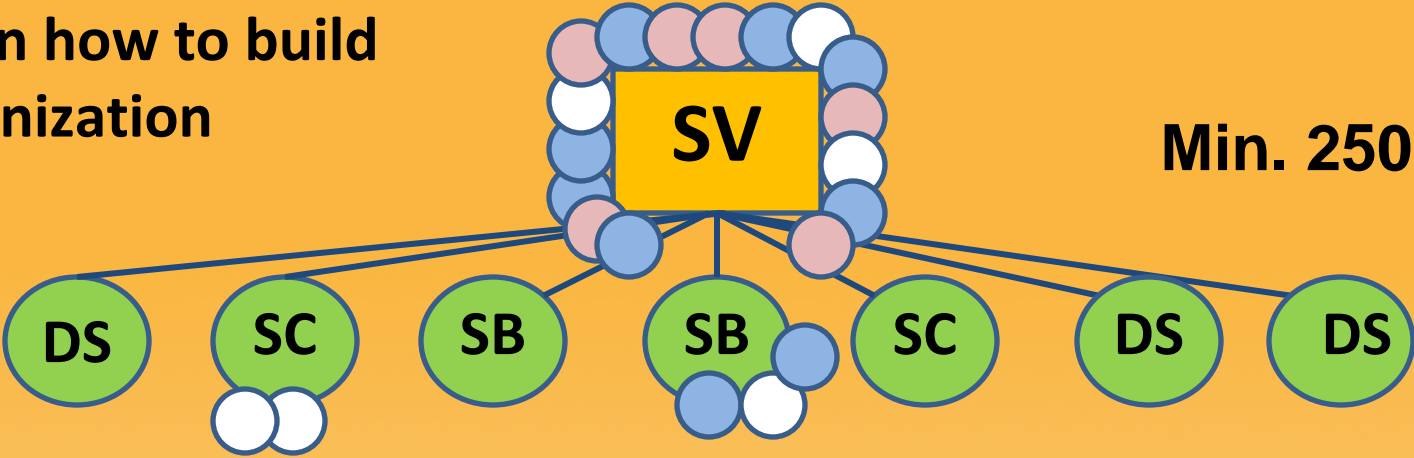
WLC Customers



Customers

Learn how to build organization

Min. 2500 TVP



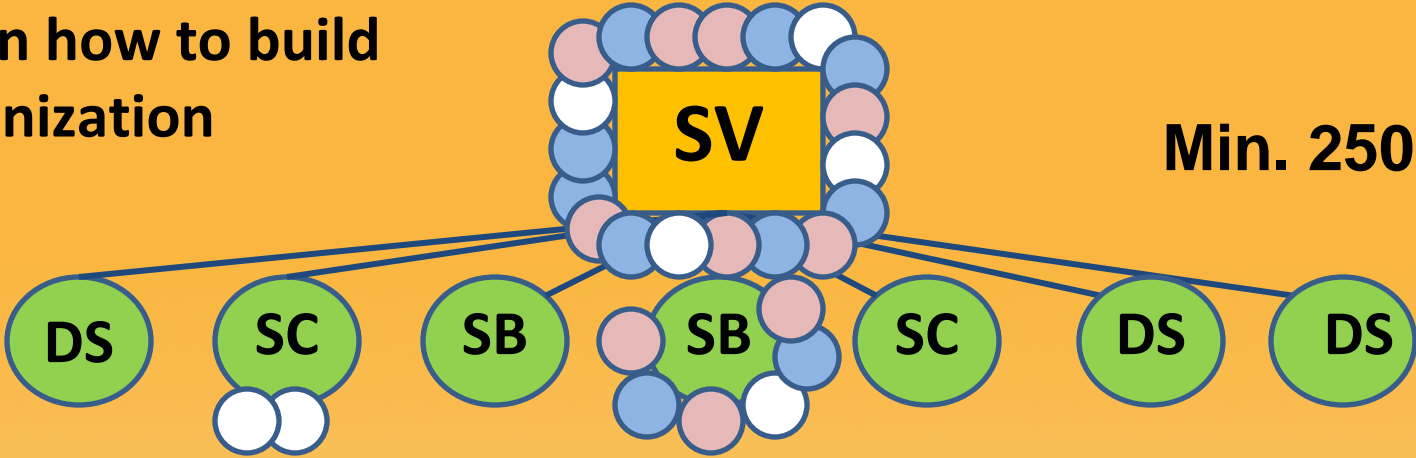
NC Customers

WLC Customers

Customers

Learn how to build organization

Min. 2500 TVP



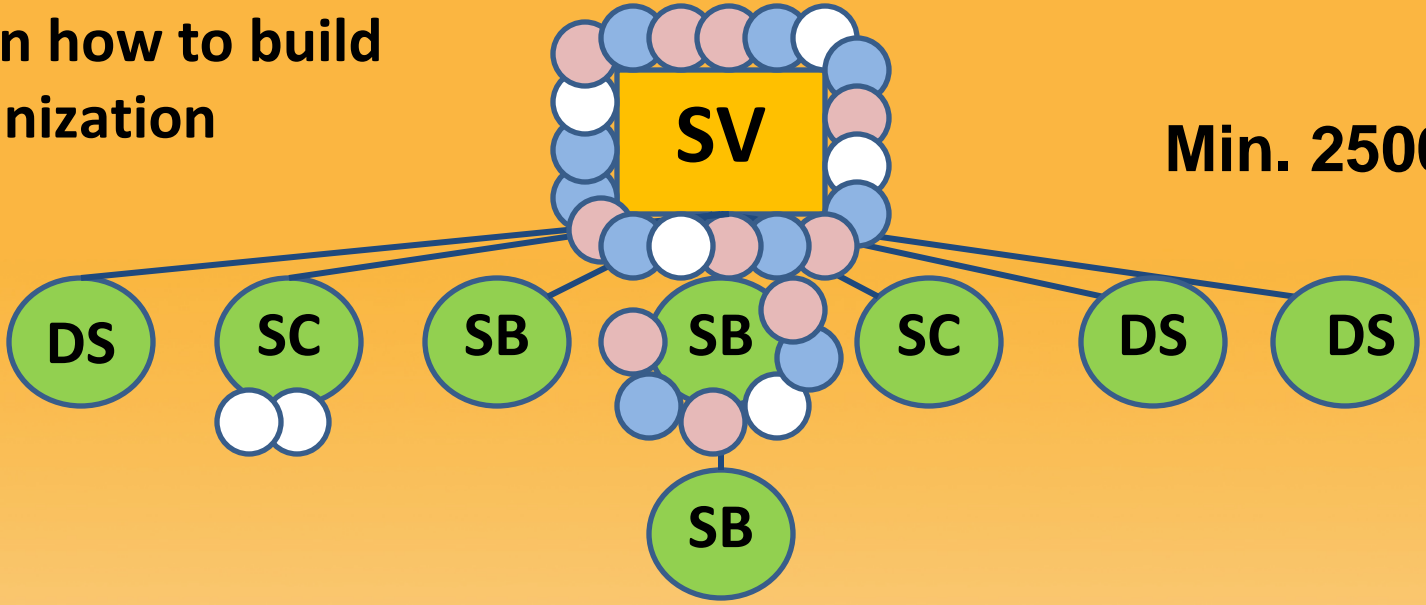
NC Customers

WLC Customers

Customers

Learn how to build organization

Min. 2500 TVP



NC Customers



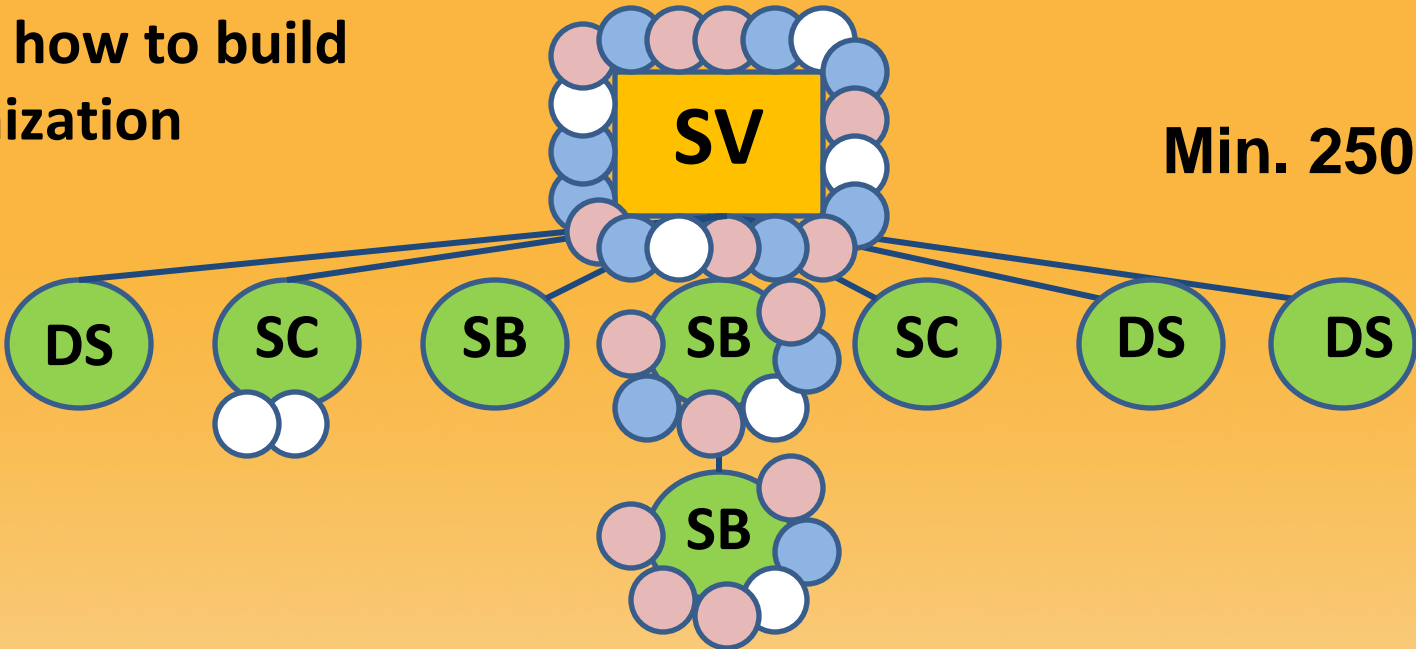
WLC Customers



Customers

Learn how to build organization

Min. 2500 TVP



DS

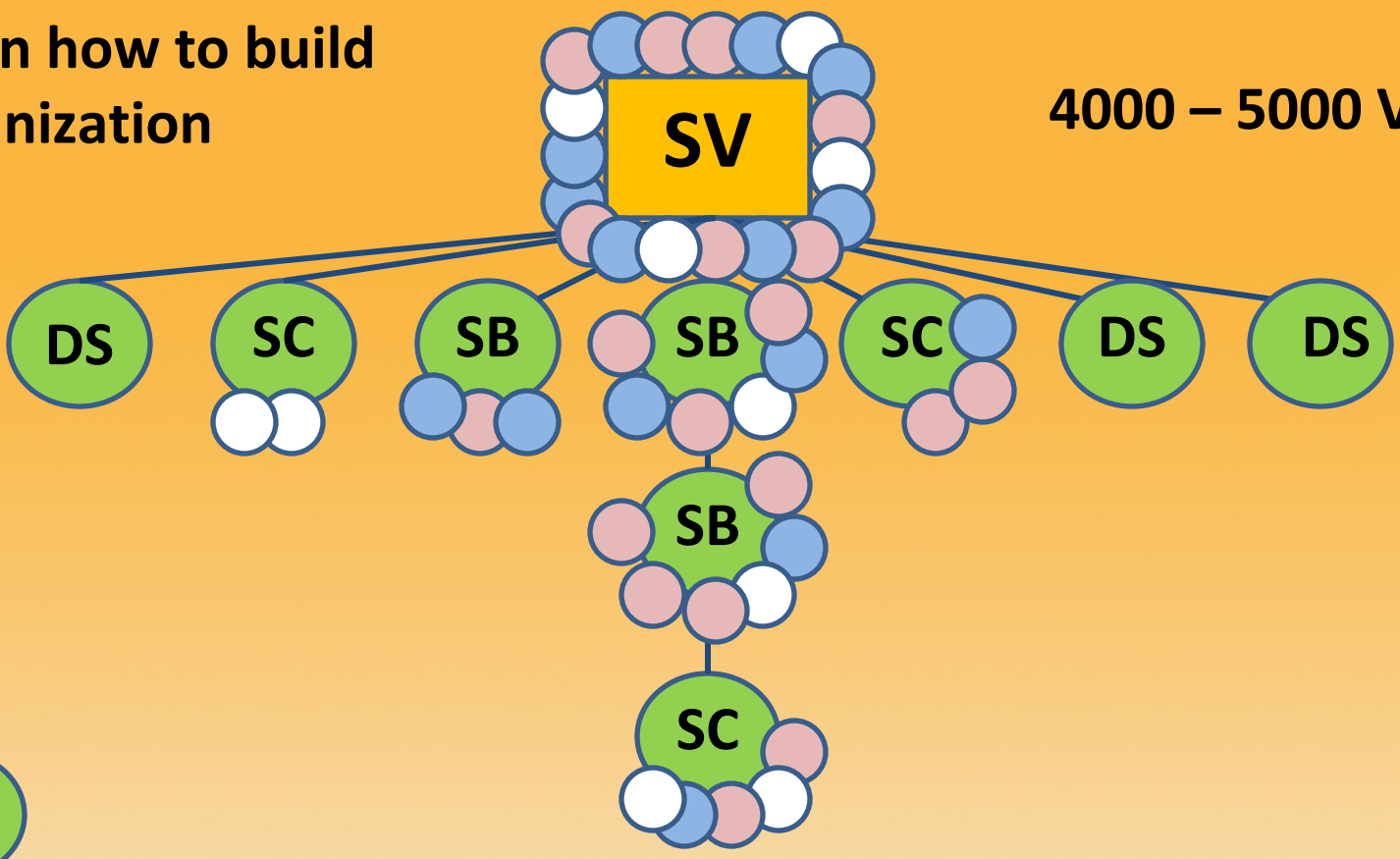
NC Customers




WLC Customers

Customers

Learn how to build organization

4000 – 5000 VP



-  NC Customers
-  WLC Customers
-  Customers



## **From Supervisor to GET Team**

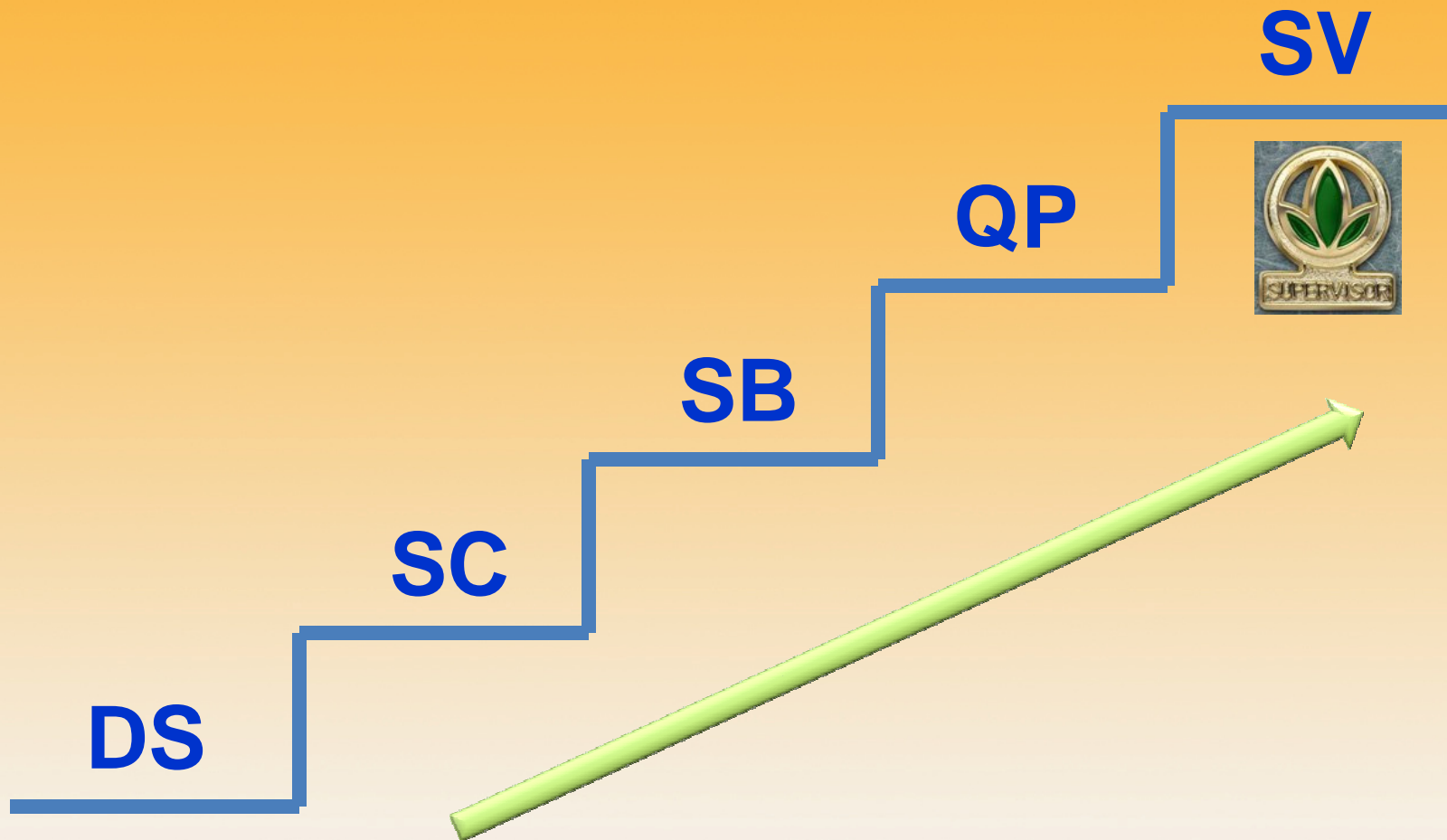
**Step 2:** Recruiting and building organization

**New Marketing Plan  
allows you to build your  
future Royalties within  
your Personal Volume**



# From Supervisor to GET Team

**Step 2:** Recruiting and building organization



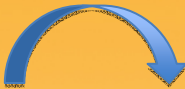
200 vp Personal use  
Family use, gifts

Totals for the month

vp profit

A 400vp – New customers

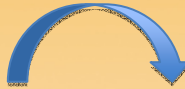
C 500 vp 25%



**NEW SV**

A  
B  
C  
D  
E  
G

D 500 vp 35%

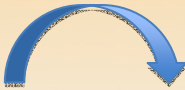


**NEW SV**

**Total**

B 400 vp – repeated customers

E 500 vp 42%



**NEW SV**

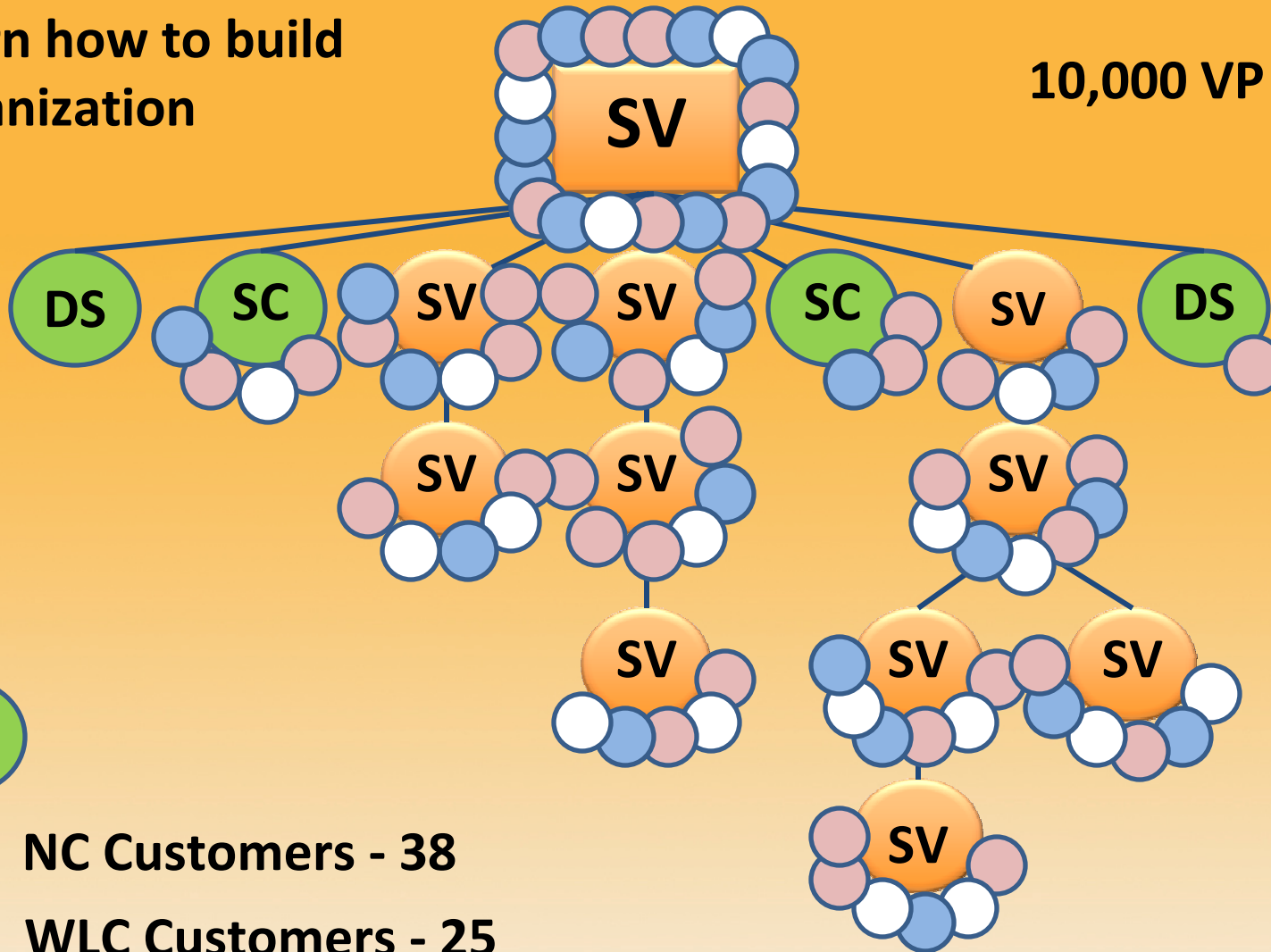
G qualifications  
(1000/2500/4000)

**NEW SV**



Learn how to build organization

10,000 VP



 NC Customers - 38

 WLC Customers - 25

 Customers - 20

Total Customers:  $83 - 28 =$

52



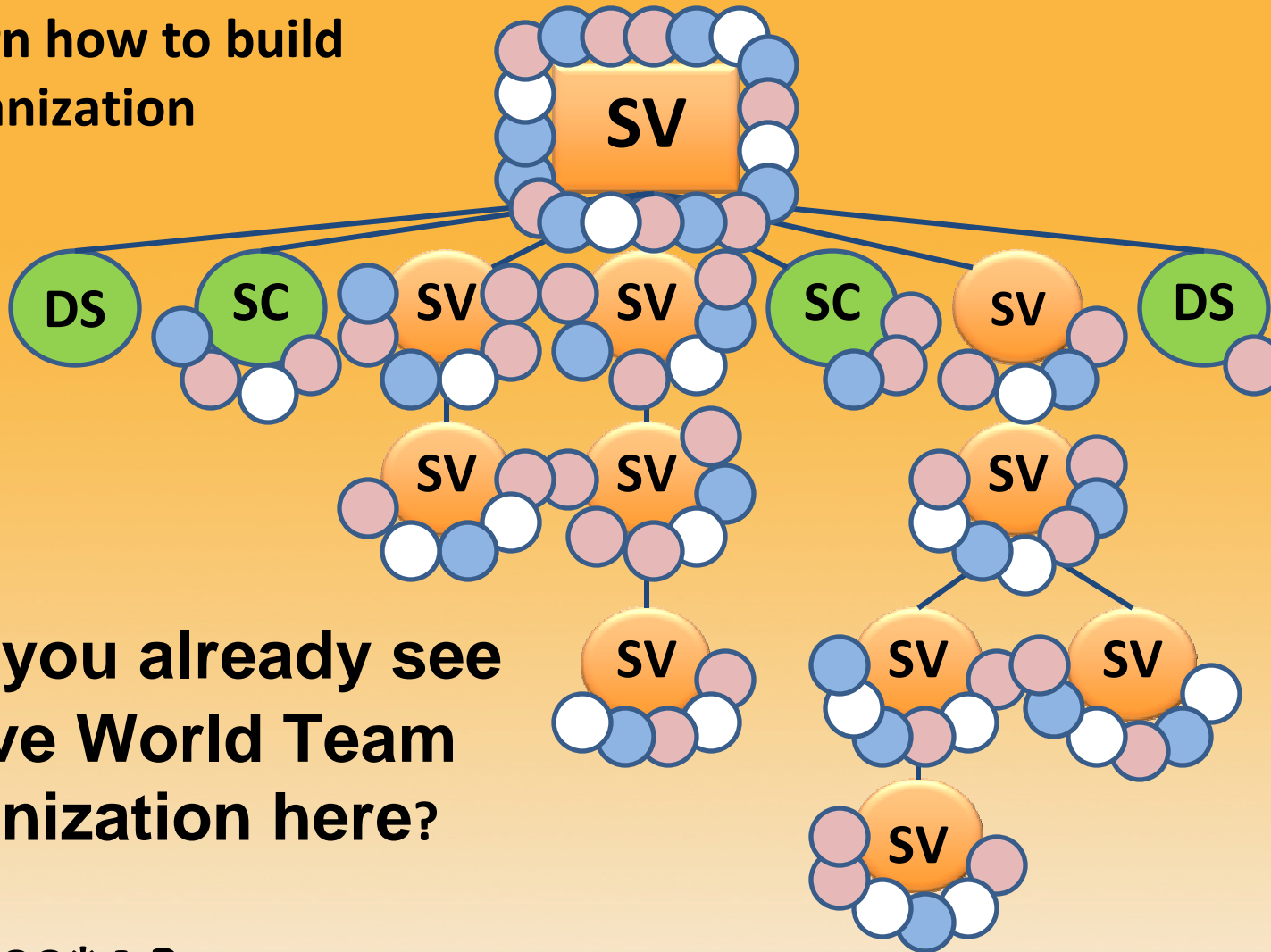
# **From Supervisor to GET Team**

**Step 2:** Recruiting and building organization

**52 Customers moved from your Personal to Organizational Volume**

**This is how your Personal Volume turns into Organizational = Royalties**

Learn how to build organization



Can you already see Active World Team organization here?

2,500\*4 ?

10,000 ?

500 RO ?

# **BUILDING A SUCCESSFUL ORGANIZATION**

- **Do the right start up plan with your distributors**

**AND**

- **Help them get to Supervisor level in an active, but natural pace, according to their goals**

# STEPS FROM SV TO GET



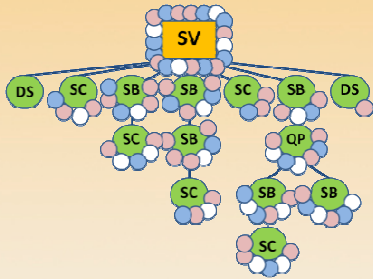
Repeat that by yourself



Duplicate and go GET



Plan with the sponsor your first time AWT



Build the personal volume the right way from day 1

- **NEW! EXCITING!**
- **SURPRISE FOR OUR DISTRIBUTORS !!!!!**

# The Personally Purchased Volume “issue”

- **Distributor need 2500 PPV in 1-3 month to go to Qualified Producer**
- **Distributor need 5000 PPV in 3-12 months to go to Supervisor accumulative**

# Marketing plan enhancements: PHASE II

- **ANNOUNCING THE  
DOWNLINE VOLUME  
ACCUMULATION**

**Effective September 17th**



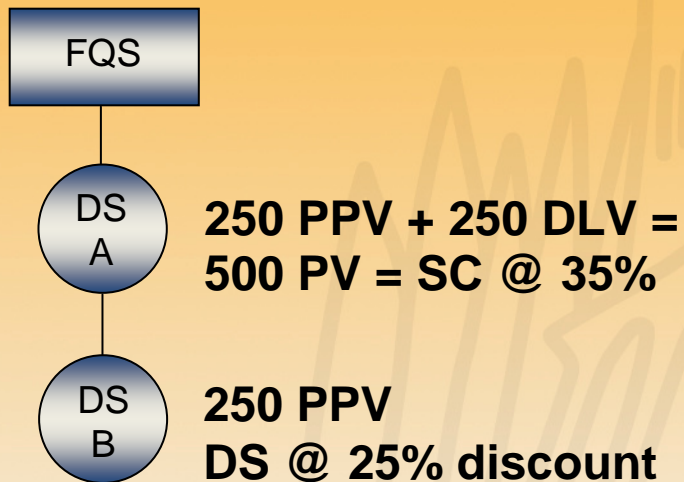
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# Distributor Volume Accumulation

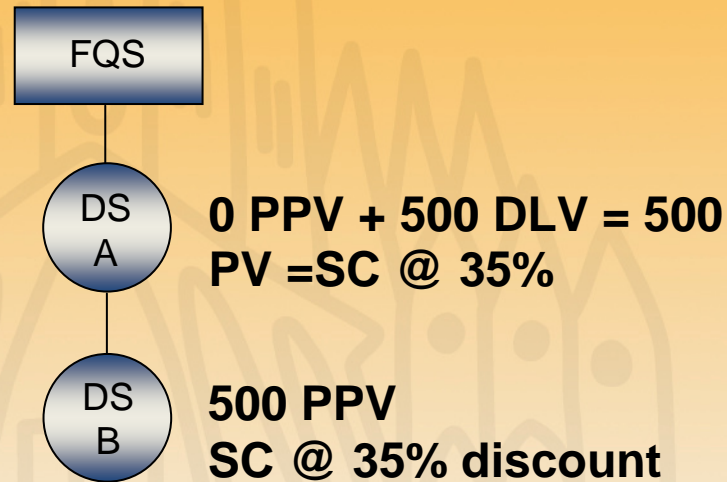
Distributors can use Downline Volume (DLV) toward qualification for Senior Consultant, with 35% discount:

Use DLV to accumulate 500 Volume Points or more in one month for a 35% discount.

Example 1:

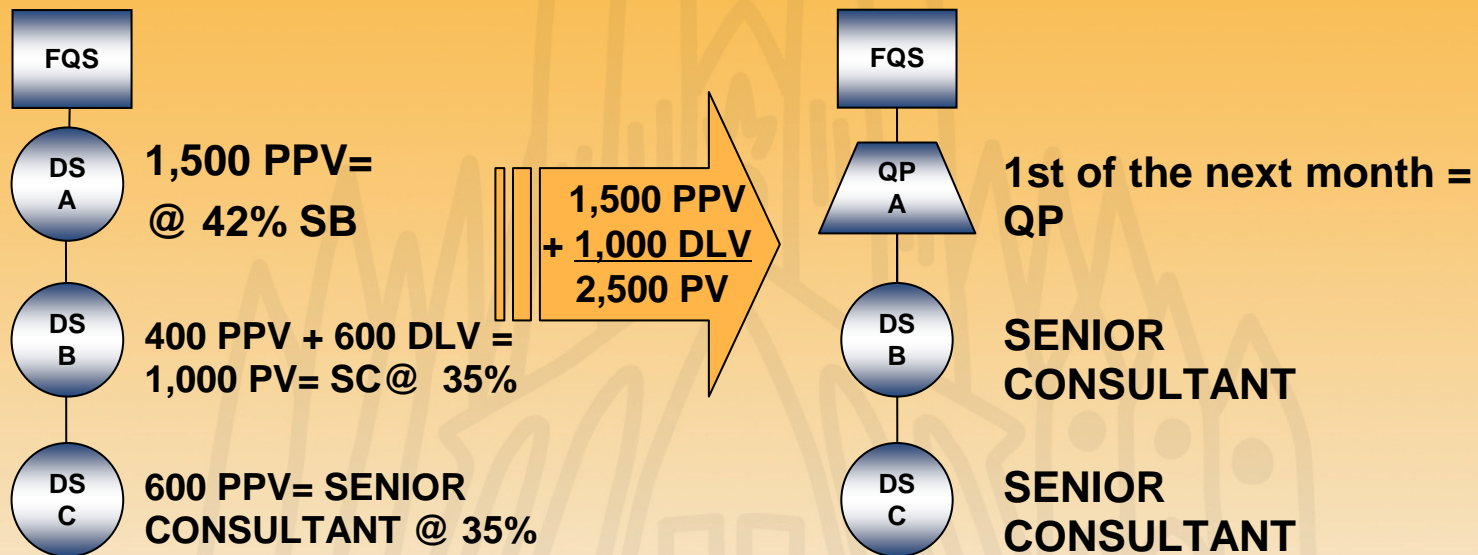


Example 2:



# Distributor Volume Accumulation

Distributors can use up to **1000 Downline Volume (DLV)** toward qualification for Qualified Producer:



# Distributor Volume Accumulation

Distributors can use up to **1000 Downline Volume (DLV)** toward qualification for 5K Supervisor:

Month	PPV	DLV
Jan 2012	400	0
Feb 2012	450	0
Mar 2012	0	250
Apr 2012	550	0
May 2012	250	0
Jun 2012	250	500
Jul 2012	0	0
Aug 2012	300	0
Sep 2012	800	0
Oct 2012	500	0
Nov 2012	150	0
Dec 2012	350	250

**4,000 PPV + 1000 DLV = 5,000 TVP**  
**5K Supervisor qualification as of January 1, 2013.**

# **Marketing Plan Enhancements Phase 2 Benefits**

**New Marketing Plan Enhancements give Distributors even more flexibility and potential ways to succeed with Herbalife:**

- **Distributors**
  - Increase recruiting
  - Reach Qualified Producer and Supervisor levels easier
- **Supervisors**
  - Grow your organization

# 3 POSSIBLE SCENARIO FOR YOU

- **“WORSE”**
- **You and your family get healthy, live active life, look great**



# 3 POSSIBLE SCENARIO FOR YOU

## *MEDIUM*

- You and your family get healthy, live active life, look great
- You have a successful business which is giving you stable part-time/ full time income

# 3 POSSIBLE SCENARIO FOR YOU

- **THE BEST**
- **You and your family get healthy, live active life, look great**
- **You build financial independence, have unbelievable lifestyle, travel the world**

# THE MAGICS OF PART TIME

- To help people is honorable, no matter the numbers
- You can do a lot in your free time
- Marketing plan enhancements are helping you to go in your own rhythm and build a big organization

# **THE BIGGEST ADVICE:**

- **INTEGRITY, COMMITMENT, PERSEVERENCE AND DISCIPLINE IN APPLYING THE DAYLY PLAN .**

# WELCOME TO HERBALIFE

- *A PLACE OF  
OPORTUNITIES FOR  
EVERYBODY*



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